

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 209-261 Junction Road, Madison, WI 53717

Title: Prairie Towne Center General Development Plan modification & SIP

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested February 21, 2018

- ☐ New development ☒ Alteration to an existing or previously-approved development
☒ Informational ☐ Initial approval ☐ Final approval

3. Project Type

- ☐ Project in an Urban Design District
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
☐ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
☐ Planned Development (PD)
 ☒ General Development Plan (GDP)
 ☒ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Residential Building Complex

Signage

- ☐ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)

Other

- ☒ Please specify
GDP Modification & SIP

4. Applicant, Agent, and Property Owner Information

Applicant name	John Seamon	Company	Iconica
Street address	901 Deming Way	City/State/Zip	Madison, WI 53717
Telephone	608-664-3550	Email	john.seamon@iconicacreates.com
Project contact person	John Seamon	Company	Iconica
Street address	901 Deming Way	City/State/Zip	Madison, WI 53717
Telephone	608-664-3550	Email	john.seamon@iconicacreates.com
Property owner (if not applicant)	UBS Global RE (Rick Zalatoris)		
Street address	2515 McKinney Ave, Suite 800	City/State/Zip	Dallas, TX 75201
Telephone		Email	richard.zalatoris@ubs.com

5. Required Submittal Materials

- ☒ **Application Form**
- ☐ **Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☐ **Development plans** (Refer to checklist provided below for plan details)
- ☐ **Filing fee**
- ☐ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser, Tim Parks, Kevin Firohrow, and Matt Tucker on 11/20/17 and 12/07/17.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Applicant name John Seamon

Relationship to property Architect/Engineer/Construction Consultant

Authorized signature of Property Owner 

Date January 31, 2018

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☒ Locator Map
- ☒ Letter of Intent (If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☒ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☒ Site Plan
- ☒ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1" = 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



ICONICA

Project Narrative

Prairie Towne Center General Development Plan Modification

Proposed Modification

The following represent the proposed modifications to the existing GDP of Prairie Towne Center. The proposal is for the future development of (2) additional multi-tenant outlot buildings (8,000 GSF & 5,700GSF), a future expansion to the existing Pick 'N Save (9,000 GSF), the conversion of the existing Lands End building to a multi-tenant retail building with drive-thru and general landscaping/pedestrian orientated improvements.

Each of the proposed outlot buildings are to be located in underutilized corners of the existing parking lots. They are of a scale that would represent the addition of modest sized commercial tenant spaces not currently available within the development and the possibility of attracting food/beverage tenants. These modifications add to the diversity of use and continued vibrancy of the development.

Existing Landscape Overview

Currently, the Prairie Towne Center landscaping is comprised of a variety of mature deciduous and evergreen tree and shrub species with a limited amount of ornamental grasses and perennials existing on-site. Mature trees consist primarily of Black Hills Spruce, Colorado Blue Spruce, Green Ash, Maple and Honey Locust. Mature evergreens are strategically placed to enhance traffic flow through the main (middle) entrance drive of the development while various Ash and Maple species enhance the open spaces adjacent to Junction Road. Parking lot islands are comprised of either one or two Honey Locust species while a red granite gravel or blue fescue lawn serves as the "mulch" understory in the parking islands. Understory plantings within the parking islands are nonexistent while a limited amount of foundation plantings and ornamental trees exist along the retail storefront.

Proposed Landscape and Pedestrian Connectivity Improvements

While the Prairie Towne Center provides opportunities for multi-modal transit, including bus amenities and bike parking, the pedestrian amenities and connectivity are minimal and focused on the central, main entrance to the Center. Connectivity between proposed buildings including the 8,000 SF, 5,7000 SF, and existing Lands' End building are limited. To enhance the pedestrian's connectivity and experience the following improvements are proposed. Refer to General Development Plan Master Plan provided.

- Enhance landscape plantings at the middle entrance drive along Junction Road to create a more unified "Center";
- Increase the amount of perimeter landscaping along Junction Road to provide adequate parking lot screening as well as an enhanced pedestrian experience;
- Meet minimum "points" standards and zoning conformance for areas disturbed during development of Outlot retail buildings

- Provide an additional pedestrian connection through the Center, including a sidewalk that provides connectivity from Junction Road to the existing Target store at the south end of the Center. Refer to Landscape Exhibit One and Exhibit Two, which provide graphic representations for either an attached or detached sidewalk section; and
- Create a positive building relationship to the street by providing direct pedestrian connections around and to the street.

A variety of plantings will be used to highlight and define the Prairie Towne Center entrances and edges. Overall, an emphasis will be placed on low maintenance practices by utilizing native perennial plant species, particularly grasses and perennials. The plant list provided carefully selects four-season interest plantings by use of flower color, texture, fall color, and form.

Sample Plant List

COMMON NAME	BOTANICAL NAME
OVERSTORY DECIDUOUS TREES	
<i>Prairie Pride Common Hackberry</i>	<i>CELTIS occidentalis 'Prairie Pride'</i>
<i>Redmond Linden</i>	<i>TILIA americana 'Redmond'</i>
<i>Draves Honey Locust</i>	<i>GLEDITSIA tricanthos 'Draves'</i>
<i>Red Sunset Maple</i>	<i>ACER rubrum 'Franksred'</i>
<i>State Street Maple</i>	<i>ACER miyabei 'Morton'</i>
<i>Espresso Coffeetree</i>	<i>GYMNOCLADUS dioicus 'Espresso'</i>
<i>Autumn Gold Ginkgo</i>	<i>GINKGO biloba 'Autumn Gold'</i>
<i>New Horizon Elm</i>	<i>ULMUS x 'New Horizon'</i>
TALL EVERGREEN TREES	
<i>Black Hills Spruce</i>	<i>PICEA glauca var. densata</i>
<i>Colorado Blue Spruce</i>	<i>PICEA pungens 'Glauc'</i>
ORNAMENTAL DECIDUOUS TREES	
<i>Crabapple spp.</i>	<i>MALUS spp.</i>
<i>Serviceberry spp.</i>	<i>AMELANCHIER spp.</i>
<i>Pear spp.</i>	<i>PYRUS spp.</i>
UPRIGHT EVERGREEN TREES	
<i>Arborvitae spp.</i>	<i>THUJA spp.</i>
<i>Juniper spp.</i>	<i>JUNIPER spp.</i>

DECIDUOUS SHRUBS

Dogwood spp.
Viburnum spp.
New Jersey Tea
Winterberry spp.
Little Devil Ninebark
Spring Red Compact
Cranberrybush Vib.
Alpine Currant
Gro-low Sumac

CORNUS spp.
VIBURNUM spp.
CEANOTHUS americana
ILEX spp.
PHYSOCARPUS opulifolius 'Donna May'
VIBURNUM trilobum 'Spring Red'
RIBES alpinum
RHUS aromatica 'Gro-Low'

EVERGREEN SHRUBS

.Yew spp.
Juniper spp.

TAXUS x media spp.
JUNIPERUS spp.

ORNAMENTAL GRASSES

Korean Feather Reed Grass
Prairie Dropseed
Flame Grass
Indiangrass
Autumn Moor Grass
Tufted Hairgrass
Northwind Switch Grass
Heavy Metal Switch Grass
Dwarf Fountain Grass

CALAMAGROSTIS brachytricha
SPOROBOLUS heterolepis
MISCANTHUS purpurascens
SORGHASTRUM nutans
SESLERIA autumnalis
DESCHAMPIA cespitosa
PANICUM virgatum 'Northwind'
PANICUM virgatum 'Heavy Metal'
PENNISETUM alopecuroides 'Hameln'

PERENNIALS

Brown-eyed Susan
Yellow Coneflower
Coneflower spp.
Little Spire Russian Sage
Coral Bells Palace Purple
May Night Perennial Salvia
Ornamental Onion spp.
Sedum spp.
Sky Blue Aster
False Blue Indigo
Prairie Blazing Star
Fireworks Goldenrod
Catmint spp.

RUDBECKIA triloba
RATIBIDA pinnata
ECHINAEA pallida
PEROVSKIA atriplicifolia 'Little Spire'
HEUCHERA micranatha var. diversifolia
'Palace Purple'
SALVIA nemorosa 'Mainacht'
ALLIUM spp.
SEDUM spp.
ASTER azureus
BAPTISIA australis
LIATRIS pycnostachya
SOLIDAGO rugosa 'Fireworks'
NEPETA spp.

Landscape Design Intent – Example Images





AREA OF EXISTING GDP

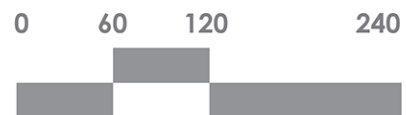
JUNCTION ROAD

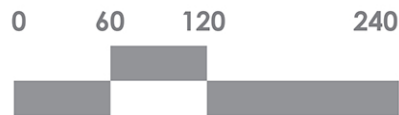
W BELTLINE
HWY 14 / 12

MINERAL POINT ROAD

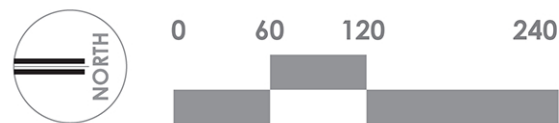


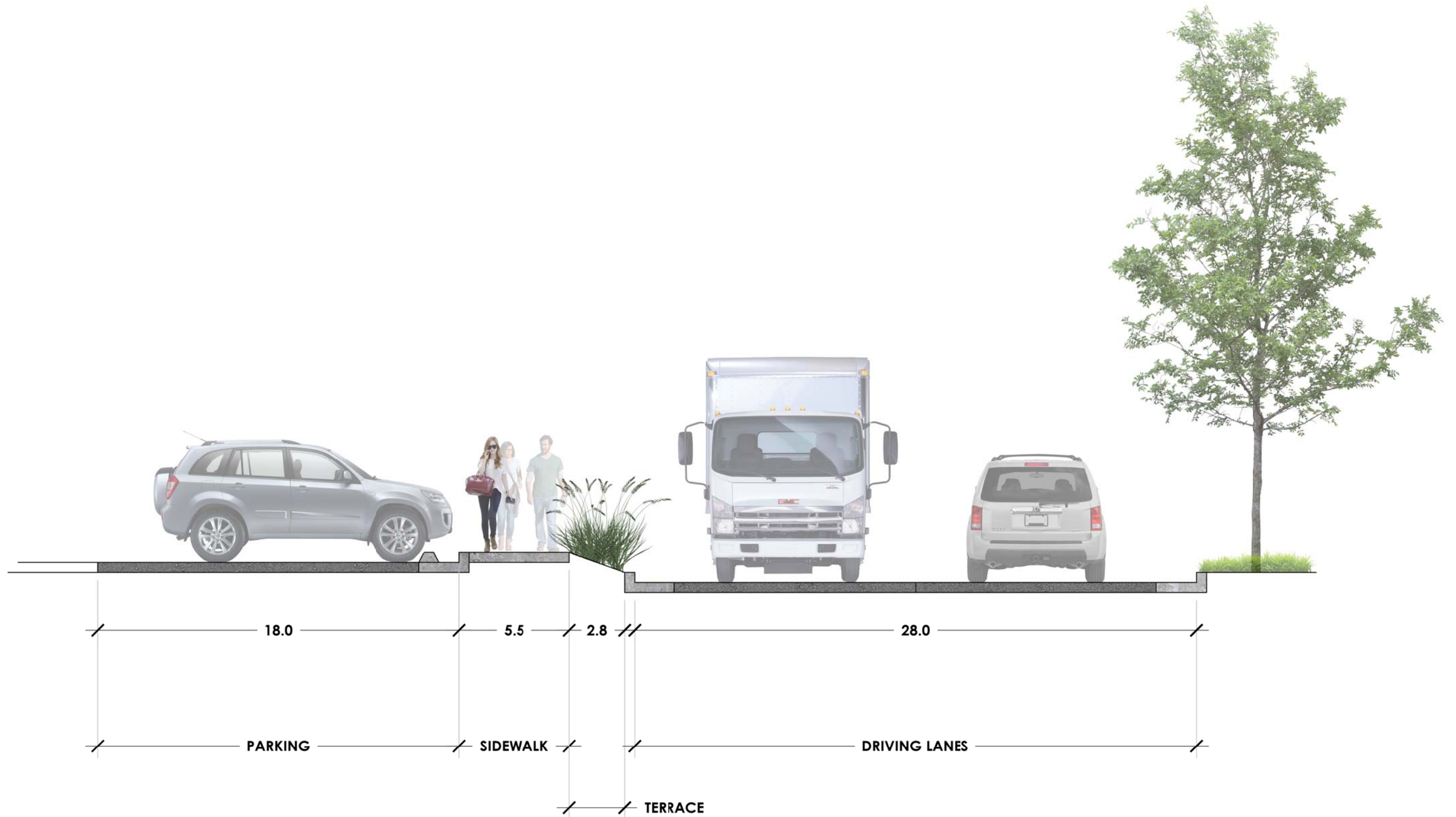


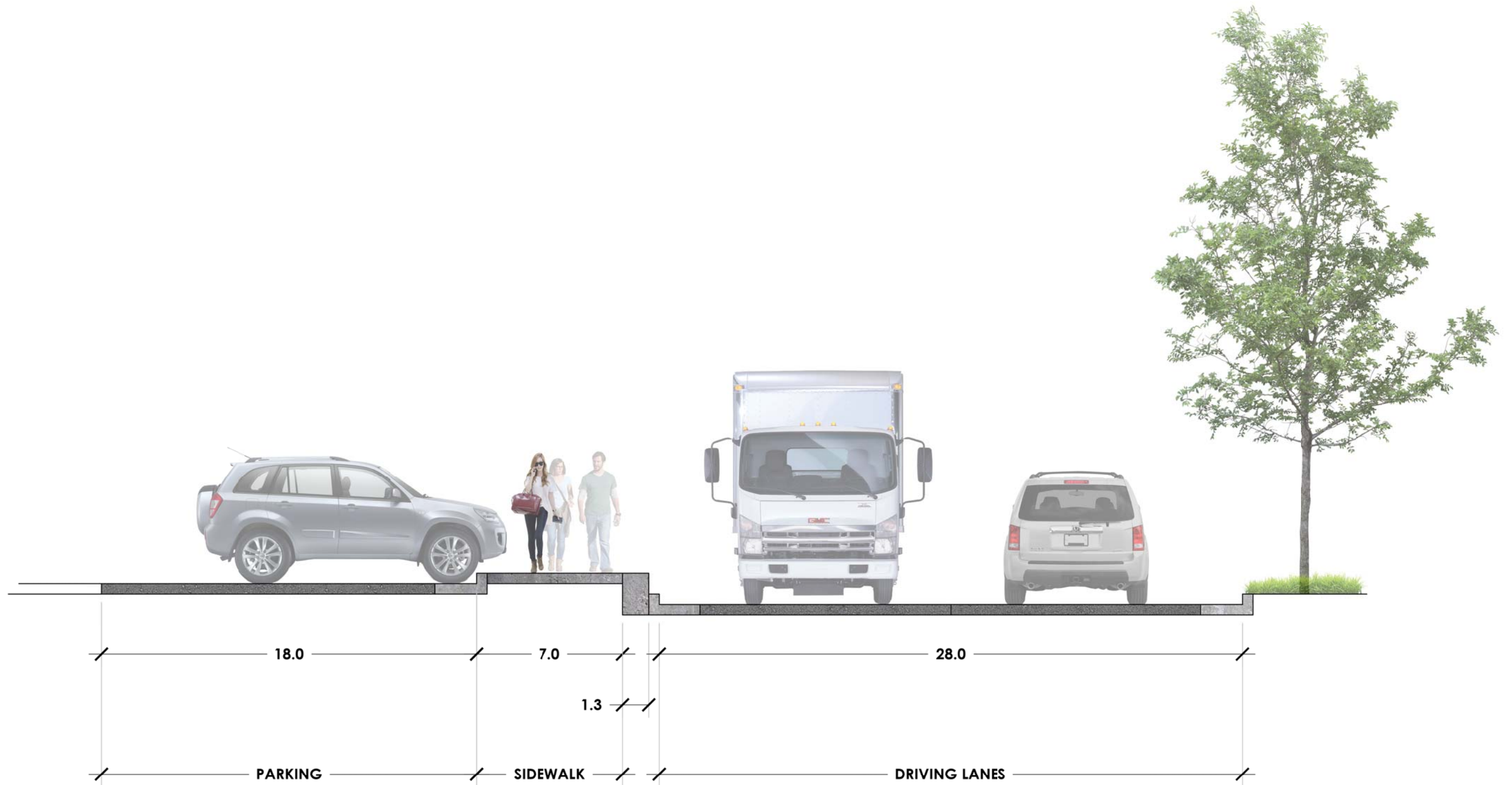


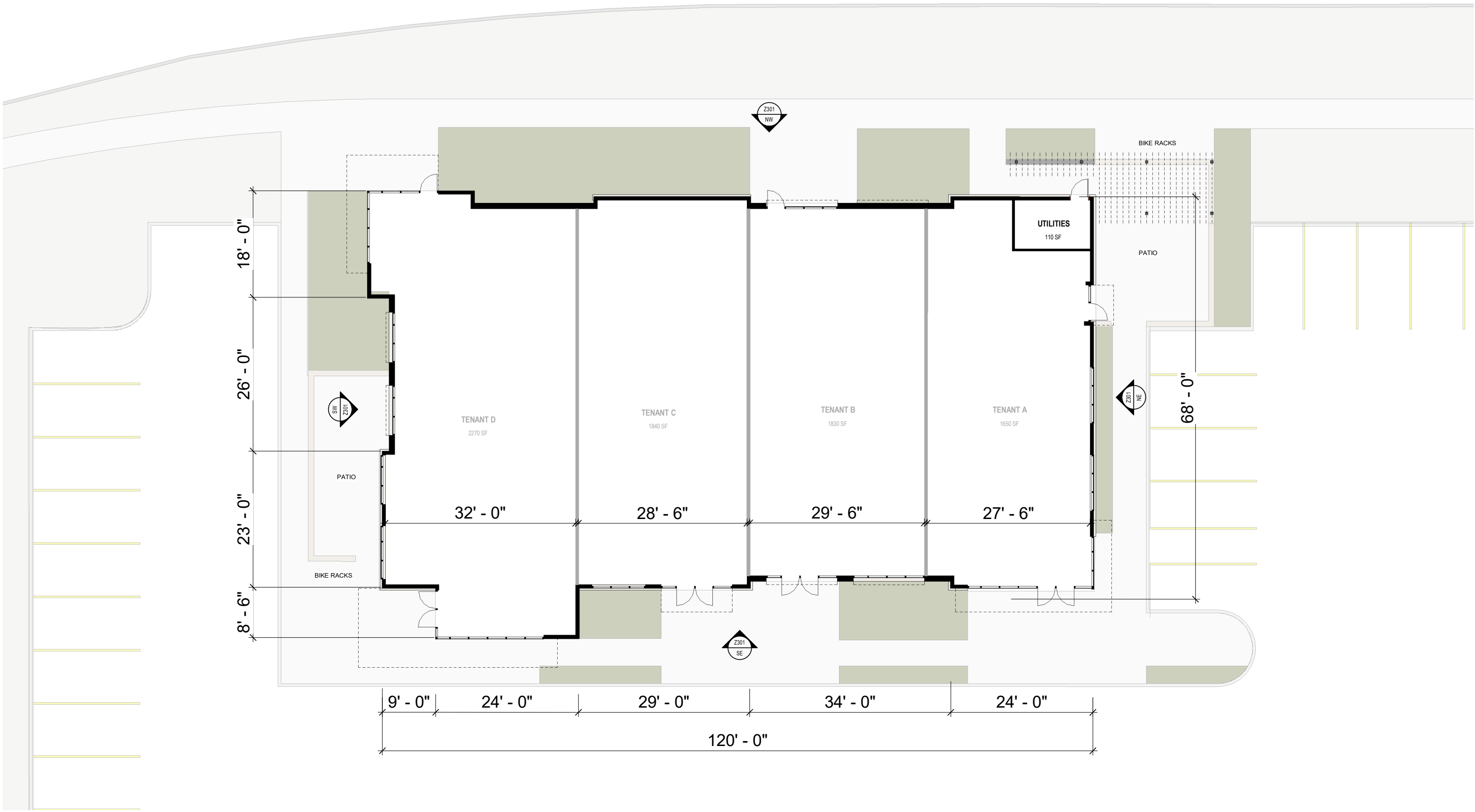


- EXISTING PEDESTRIAN CONNECTION
- PROPOSED PEDESTRIAN CONNECTION









FIRST FLOOR PLAN

1/8" = 1'-0"

PRAIRIE TOWNE CENTER -
NORTH OUTLOT

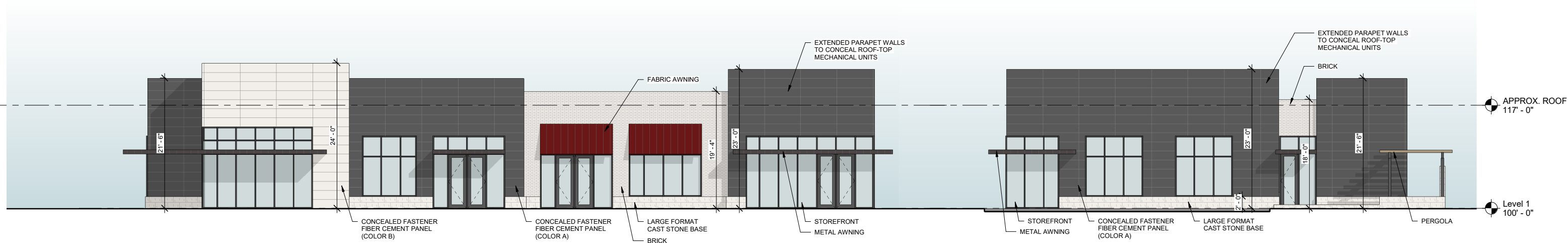
241 JUNCTION ROAD, MADISON, WI

01/31/2018

BUILDING FLOOR PLAN

SHEET: 09



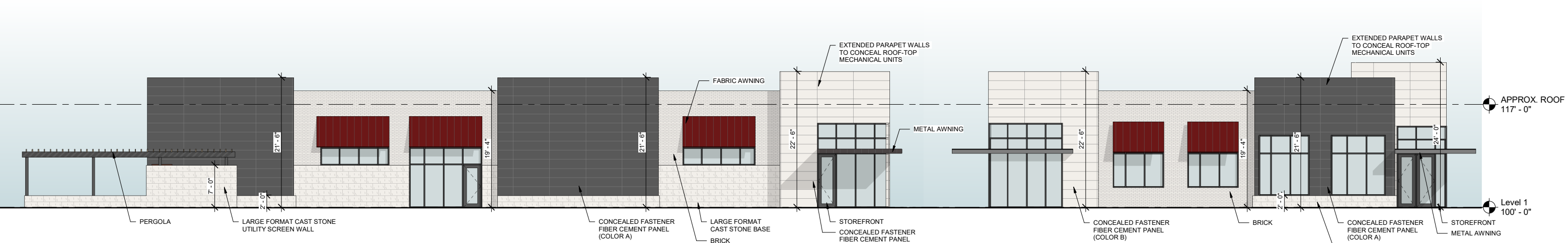


SOUTHEAST BUILDING ELEVATION

1/8" = 1'-0"

NORTHEAST BUILDING ELEVATION

1/8" = 1'-0"



NORTHWEST BUILDING ELEVATION
(VIEW FROM JUNCTION ROAD)

1/8" = 1'-0"

SOUTHWEST BUILDING ELEVATION

1/8" = 1'-0"



VIEW FROM JUNCTION ROAD - NORTHBOUND

PRAIRIE TOWNE CENTER -
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

01/31/2018

EXTERIOR PERSPECTIVE

SHEET: 11



VIEW FROM JUNCTION ROAD - SOUTHBOUND

PRAIRIE TOWNE CENTER -
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

01/31/2018

EXTERIOR PERSPECTIVE

SHEET: 12



VIEW FROM PARKING LOT - NORTH

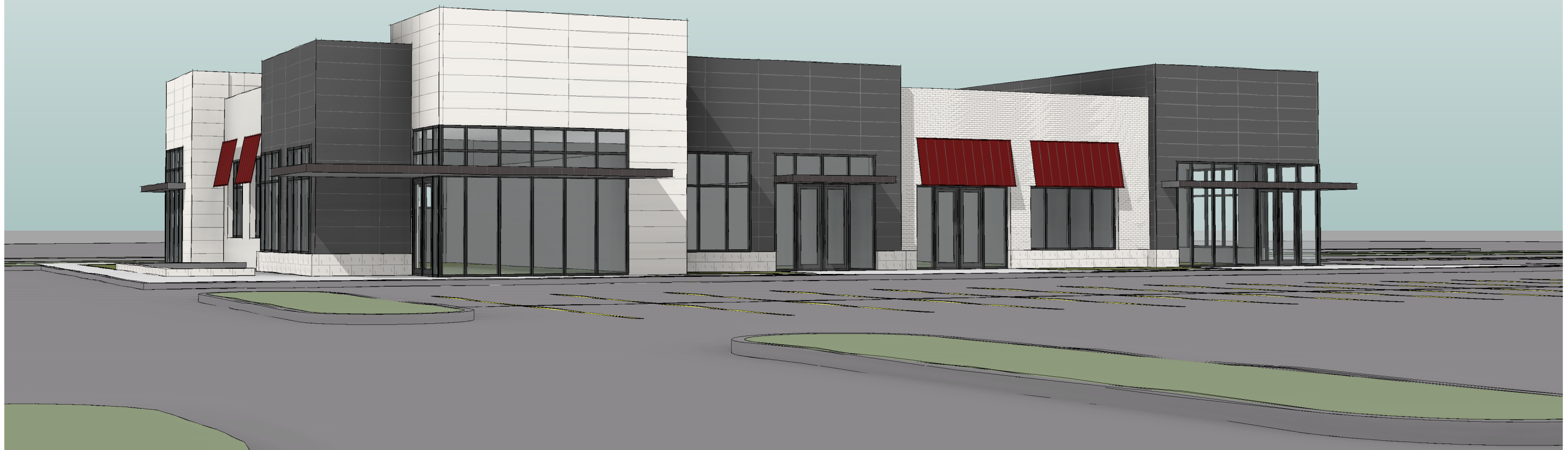
PRAIRIE TOWNE CENTER -
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

01/31/2018

EXTERIOR PERSPECTIVE

SHEET: 13



VIEW FROM PARKING LOT - SOUTH

PRAIRIE TOWNE CENTER -
NORTH OUTLOT

241 JUNCTION ROAD, MADISON, WI

01/31/2018

EXTERIOR PERSPECTIVE

SHEET: 14